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fashion calendar

44 WEST FIFTY-SECOND STREET · NEW YORK 19 · ELDORADO 5-3693

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1950

WEEK OF

january

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february

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october

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december

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

WEEK ENDING FRIDAY, MARCH 3, 1950

Friday March 3 3:00 P.M.	PREVIEW: SPRING AND SUMMER CUSTOM FASHIONS	CALLOT SOEURS	42 EAST 57TH STREET SALON
	Callot Soeurs will present custom-order afternoon and evening dresses, coats, suits. By invitation only. Publicity: Mary Marsh, PL. 9-2675.		
Friday March 3 3:30 P.M.- 4:30 P.M. Cocktails	FABRIC AND FASHION FORUM FOR 1950	PARENTS' INSTITUTE, INC.	RITZ-CARLTON HOTEL GRAND BALLROOM
	The Parents' Magazine fabric and fashion forum, with a forecast of fabrics, colors, silhouettes and Fall fashion trends for 1950. Mrs. Beryl Tucker, Fashion Editor of "Parents'" Magazine, will analyze children's wear fashions. By invitation only, for apparel and accessory manufacturers. Contact: Mr. Monroe Michels, MU. 5-4400.		
Saturday March 4 2:00 P.M.	"HALF CENTURY OF FASHION" AT BENEFIT STYLE SHOW	TRAPHAGEN SCHOOL OF FASHION	WALDORF-ASTORIA ASTOR GALLERY
	A benefit card party will be held for the Junior Auxiliary of the Nursing Sisters of the Sick Poor, with a showing of Spring fashions by Anna Duke; Horwitz & Duberman; Mary Stevens; and Nini Turcotte; also, a group of original designs by Traphagen students and a collection of "turn-of-the century" styles from the Costume Museum. Open to public. Tickets: $2.00. Contact: Dorothy Tyroler, CO. 5-2077.		
Beginning March 5- March 11	SEMI-ANNUAL MILLINERY WEEK IN PHILADELPHIA	PHILADELPHIA MILLINERY COUNCIL	PHILADELPHIA, PENNSYLVANIA
	Semi-annual millinery promotion, with Press preview on Thursday, March 2 at the Barclay Hotel. Guests of Honor: Walter Florell and Mary Goodfellow. Contact: Philadelphia Millinery Council, Philadelphia, Pennsylvania.		

WEEK BEGINNING MONDAY, MARCH 6, 1950

PRESS OPENINGS: SPRING CUSTOM-ORDER COLLECTIONS

PREVIEWS OF CUSTOM-ORDER SPRING COLLECTIONS ARE FOR MEMBERS OF THE PRESS WHO HAVE BEEN SPECIFICALLY NOTIFIED AND INVITED.

Monday March 6	MILGRIM At 11:00 A.M.	6 East 57TH ST.	PUBL.: RUTH WALTZ	CI. 7-7200
Monday March 6	HENRI BENDEL At 2:30 P.M.	10 WEST 57TH ST. (Note Change of Date and Time)	PUBL.: FRANCES ANDERSON	CI. 7-1100
Wednesday March 8	SAKS FIFTH AVE. At 10:30 A.M.	611 FIFTH AVENUE (Designed by Sophie)	PUBL.: GRACE de MUN	PL. 3-4000
Thursday March 9	ELIZABETH ARDEN At 3:00 P.M.	691 FIFTH AVENUE	PUBL.: RASPONI ASSOC.	TE. 8-8171

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday March 6 1:00 P.M. Luncheon	SUMMER COLLECTION AT BENEFIT LUNCHEON	CLAIRE McCARDELL OF TOWNLEY FROCKS, INC.	SAVOY-PLAZA HOTEL GOLD ROOM
	Claire McCardell will present her Summer collection at a benefit luncheon for the Memorial Hospital Day Nursery. Hats--Mr. John. Jewelry--Coro. Gloves--Wear Right. Bags--Coblenz. Guest Star: Kyle McDonnell. For reservations, contact: Mrs. Elliot Lee, TR. 9-3000, Ext. 235. Tickets: $5.00. Savoy Plaza Fashion Director: Donna Cannon, PL. 5-0484.		
Monday March 6 1:00 P.M. Luncheon	PREMIERE SHOWING OF HATS AT LUNCHEON	ROBERT PAUL (751 MADISON AVENUE)	HOTEL PLAZA PERSIAN ROOM
	"Spring Debut"--premiere collection of hats by Robert Paul will be shown during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 276. Robert Paul Publicity and Commentator; and Hotel Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
March 6 2:30 P.M.	HENRI BENDEL'S CUSTOM SHOWING FOR PRESS AT 2:30 P.M. (Note change of date and time). (See Pg. 1).		
Monday March 6 4:00 P.M.	PRESS SHOWING: SPRING & SUMMER GOWNS FOR 1950	EULALIE	131 EAST 70TH STREET SALON
	Eulalie will present her second collection of made-to-order afternoon and evening dresses and wholesale Bridal gowns for Spring and Summer 1950. Attendance by invitation only. Contact: M'Lou Carroll, TR. 9-2160.		
Monday March 6 4:00 P.M.- 6:00 P.M.	DISPLAY OF NEW "FIRE" PEARLS	ELGIN AMERICAN	HAMPSHIRE HOUSE COTTAGE
	Mr. Allen B. Gellman, president of Elgin American, will invite the press to the first American display of the new "Fire Pearls" in necklace fashions, supplemented by a display of pearl costume jewelry. By invitation only. Contact: Elgin American, LA. 4-8610.		
Beginning Monday March 6- March 10	MERCHANDISE FAIR FOR RETAIL STORES	EXPOSITIONS FOR TRADES, INC.	71ST REGIMENT ARMORY PARK AVE. & 34TH ST.
	The 5¢to $10.00 Variety Merchandise Fair for press and trade only, including chain and variety stores, independent merchants and department stores carrying volume-priced products. Contact: Expositions For Trades, Inc., 36 West 47th St., ~~LU. 2-4627~~. TR 3-7128		
Beginning Monday March 6- March 12	SIXTH ANNUAL NATIONAL ANTIQUES SHOW	NATIONAL ANTIQUES SHOW	MADISON SQ. GARDEN 8TH AVENUE & 49TH ST.
	Theme: "Hall of Fame"--antiques from 25¢ to $250,000 will be exhibited daily, 1:00 P.M. to 11:00 P.M.; on Sunday, 1:00 P.M. to 7:00 P.M. Ancient beach and bridal fashions will also be shown. Tickets: $1.50(including tax). Publicity: Morton Yarmon, BE. 3-6010.		
Monday March 6- March 17	FORTY-SEVENTH ANNUAL AMERICAN TOY FAIR	TOY MANUFACTURERS OF THE U.S.A.	HOTEL McALPIN; & HOTEL NEW YORKER
	Preview for the trade of complete line of toys, games and hobby materials, with over 1200 exhibitors displaying 100,000 varieties of American-made playthings. Publlicity: Ruth Millard, OR. 5-1141.		
Tuesday March 7 10:30 A.M.	ADRIAN COLLECTION AT PRESS SHOWING	ADRIAN AT GUNTHER JAECKEL	10 EAST 57TH STREET SALON - 3RD FLOOR
	Adrian will present his Spring custom-order collection to the press at Gunther Jaeckel. By invitation only. Publ.: Eleanor Lambert, MU. 8-2130.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday March 7 11:00 A.M.	SPECIAL SHOWING OF MIDSUMMER GROUP	TRIGERE, INC.	29 WEST 57TH STREET SALON
	Pauline Trigere's Midsummer group will be presented promptly at 11:00 A.M. By appointment only. Contact: Robert Trigere, PL. 3-6778.		
Tuesday March 7 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW	DON TEN EYCK (509 MADISON AVENUE)	RITZ-CARLTON HOTEL OVAL ROOM
	"Millinery Forecast"--Don Ten Eyck will present Spring millinery fashions during luncheon. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 6. Don Ten Eyck Contact: PL. 5-2948. Ritz-Carlton Fashion Publicity: Marion Morrison, MU. 8-3000.		
Tuesday March 7; Thursday March 9 2:30 P.M.	NEW FOURTH FLOOR FASHION SHOW SERIES	JAY THORPE	24 WEST 57TH STREET 4TH FLOOR
	Jay Thorpe will present designer fashion shows for private customers. The following Spring collections will be shown: March 7--Maurice Rentner; March 9--Nettie Rosenstein. Press by invitation. Open to public. Contact: Ruth Hammer Associates, Inc., EL. 5-7108.		
Tuesday March 7 4:00 P.M.-7:00 P.M.	INFORMAL HAT SHOW AT OPENING OF NEW SALON	ARANKA, INC.	410 PARK AVENUE SALON
	Aranka will present an informal preview of Spring hats at the opening of the new salon. By invitation only. Publ.: Ann Rountree, PL. 8-2966.		
Beginning Tuesday March 7 7:15 P.M.	"FUNDAMENTALS OF PUBLICITY" COURSE	PUBLICITY CLUB OF NEW YORK, INC.	HOTEL SHELTON LEX. AVE. & 49TH ST.
	"Fundamentals Of Publicity"--series of 10 two-hour sessions every Tuesday evening at 7:15 P.M. Orientation lecture on Tuesday, March 7: "What Is Publicity"? Enrollment Fee: $10.00. Contact: Publicity Club, Hotel Shelton, PL. 5-4000; or Ellen Lind, LU. 2-2250.		
Tuesday March 7-March 8	SEMI-ANNUAL LEATHER SHOW	TANNERS' COUNCIL OF AMERICA	WALDORF-ASTORIA FOUR BALLROOMS
	"Leather Sells Shoes"--thirty-sixth semi-annual leather show, with 90 tanning concerns displaying leather finishes and treatments in new colors for Fall and Winter (1950-1951). Contact: Tanners' Council, BE. 3-0494.		
March 8	SAKS FIFTH AVENUE'S CUSTOM COLLECTION BY SOPHIE AT 10:30 A.M. (See Pg. 1).		
Wednesday March 8 12:45 P.M. Luncheon	SPRING AND SUMMER FASHIONS AT LUNCHEON	SPECIALTY SHOPS	HOTEL PIERRE COTILLION ROOM
	"In Tune With Spring"--fashions for Spring and Summer. Gowns--Charles Feeley. Hats--Maretta Feeley. Furs--Georges Kaplan. Shoes--Nancy Haggerty. Bathing suits--Priscilla Wohl. Hair styles--Jean deChant. Press by invitation. Public by reservation; contact: Francois, TE.8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.		
Wednesday March 8 1:00 P.M. Luncheon	SHOWING OF SUMMER TROUSSEAU COLLECTION	RAYMOND MARINELLI, INC. (37 WEST 47TH STREET)	WALDORF-ASTORIA SERT ROOM
	Raymond Marinelli will present his Summer trousseau collection of afternoon, cocktail, dinner and evening gowns at a luncheon show. Hats--Robert Galer of Jay Thorpe. Footwear--Capezio. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Marinelli Publ.: Jane Franklin, Allied Syndicates, PL. 9-6411. Ted Saucier Publicity Office: Laura C. Wood, EL. 5-3000.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday March 8 2:30 P.M.	SPRING FASHION PRESENTATION	MARTIN'S (BROOKLYN)	3RD FLOOR
	Showing of Spring fashions for juniors, misses and women. Open to public. Publicity: Rita Dobbins, TR. 5-3100.		
Wednesday March 8 4:15 P.M. Cocktails 5:00 P.M. Show	INTRODUCTION OF "LANELLA" FABRIC	RAYON & COTTON CORP.	HOTEL ROOSEVELT HENDRIK HUDSON ROOM
	Presentation of new Swiss imported "Lanella" fabric to the press, fashion coordinators, buyers and manufacturers. Fashions by: Odette Barsa, Mary Blair, Ceil Chapman, Dorothy Cox, David Crystal, Dorian-Macksoud, Kay Dunhill, Jack L. Honig, Madison Sportswear, Mayfield Lingerie, Claire McCardell, Mildred Orrick, Toni Owen, Peerless Robes & Sportswear, Charlotte Phelan, Rose of Nite Club Frocks, Carolyn Schnurer, Karen Stark, Janet Taylor, Joset Walker. Fashions from patterns by Simplicity Pattern Co. Men's Fashions--Royal Robes. Children's Fashions--Carmella Dagato of Jules Honig and Sturdiboy-I. Jablow & Co. Belts--Criterion. Footwear--Capezio. Gloves--Aris and Shalimar. Handbags--Roger Van S. Hosiery--Mojud. Jewelry--Agnew, Karu, Kramer, Marvella. Millinery--Mr. John and Madcaps. Children's Millinery--"Babs" Hats by Sable Bros. Scarves--Baar & Beards. Umbrellas--Uncle Sam's Umbrella Shop. Dog Ensembles--Walter B. Stevens & Son. Showing promptly at 5:00 P.M. Attendance by invitation only. Publicity: Doris A. Weston, Fashion Counselors, OR. 9-2968.		
Beginning Wednesday March 8- May 24 7:00 P.M.	MAGAZINE ARTICLE WORKSHOP SERIES	CITY COLLEGE ADULT EDUCATION PROGRAM	N.Y. PUBLIC LIBRARY 42ND ST. & 5TH AVE.
	A twelve-week workshop with guidance practice and preparation of material, conducted by Beatrice Schapper. Enrollment Fee: $15.00. Contact: Adult Education Office, City College, Convent Ave. & 139th St., WA. 6-5400.		
Thursday March 9 10:30 A.M.	PRESS SHOWING AT OPENING OF NEW SHOP	OHRBACH'S	2ND FLOOR SEPARATES SHOP
	Ohrbach's will present an informal showing for the press at the opening of the new Separates Shop. Fashion Coordinator: Jill Everhart. Attendance by invitation. Publicity: Mark Klauser, SP. 7-9000.		
Thursday March 9 11:30 A.M.	PREVIEW OF SPRING MILLINERY FOR PRESS	CESAR RUBIO	40 EAST 50TH STREET SALON--2ND FLOOR
	Cesar Rubio will present a collection of Spring millinery at a showing for the press. By invitation. Publicity: Leonard MacBain, MU. 8-3753.		
Thursday March 9 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW	ROSETTE PENNINGTON	HOTEL PLAZA PERSIAN ROOM
	Rosette Pennington will present Spring and early Summer fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 276. Plaza Fashion Director: Mary Alice Rice, CI.6-1790.		
March 9	ELIZABETH ARDEN--CASTILLO CUSTOM SHOWING FOR PRESS AT 3:00 P.M. (See Pg.1).		
Friday March 10 1:00 P.M. Luncheon	TABLE DECOR & FASHIONS AT BENEFIT LUNCHEON	CAROLE STUPELL, LTD.; CEIL CHAPMAN	HOTEL PIERRE BALLROOM
	Premiere showing of table settings by Carole Stupell, integrated with fashions for each occasion, designed by Ceil Chapman. Hats--John Frederics. Dresses--B.H. Wragge. Negligees--Tewi. Benefit for the School Settlement Association, Inc. Tickets: $7.50. Stupell Publ.: Carson-Ruff, MU. 2-2055. Pierre Dir.-Com.: Nola Luxford, TE. 8-8000.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Saturday March 11 11:00 A.M.	SPRING FASHIONS FOR TEENAGERS	MARTIN'S (BROOKLYN)	5TH FLOOR
	Martin's will present Spring teenage fashions. Open to public. Publicity: Rita Dobbins, TR. 5-3100.		
Monday March 13 1:00 P.M. Luncheon	SHOWING OF FASHIONS AT LUNCHEON SHOW	LA FONTAINE, INC.	HOTEL PLAZA PERSIAN ROOM
	La Fontaine presents custom-made Spring collection of casual afternoon and evening dresses during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 276. La Fontaine Publicity: Mary Marsh, PL. 9-2675. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Monday March 13 4:00 P.M. Cocktails	PRESS SHOWING OF SHOE COLLECTION	FRANK BROTHERS	9 EAST 57TH STREET STUDIO - 6TH FLOOR
	Frank Bros. will present Mico Vallini's Spring and Summer shoe collection to the press. By invitation only. Publ.: Molly Appleby, PL. 9-8630.		
Tuesday March 14 12:30 P.M. Luncheon	"THE EASTER PARADE" AT LUNCHEON MEETING	ADVERTISING WOMEN OF NEW YORK, INC.	HOTEL ASTOR B'WAY & 44TH STREET
	"United Fashions" will be discussed by Eleanor Lambert at the luncheon meeting of the Advertising Women of N.Y. There will be an Easter Parade of fashions by MollieParnis of Parnis-Livingston; hats by Mr. John. Price of luncheon: $3.75. Contact: Mabel Blake, Advertising Women, 1233 Sixth Avenue, CI. 5-4149.		
Tuesday March 14 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW	SADA SACKS, INC. (671 MADISON AVENUE)	RITZ-CARLTON HOTEL OVAL ROOM
	"Spring Nocturne"--a presentation of Sada Sacks' original Spring collection during luncheon. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 6. Sada Sacks Contact: TE. 8-5595. Ritz-Carlton Fashion Publicity: Marion Morrison, MU. 8-3000.		
Wednesday March 15 12:15 P.M. Luncheon	MEMBERS' MONTHLY LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
	Jessica Daves, editor of "Vogue", will report on the French collections. The Fashion Group will show a representative group of highlights from the Paris collections. Commentator: Bettina Ballard, Fashion Editor of "Vogue." Program chairman: Eleanor W. Howard. Price $4.25 for members; $4.75 for guests (one to each member). Contact: The Fashion Group, CI. 7-3940.		
Wednesday March 15 12:45 P.M. Luncheon	PRESENTATION OF SUMMER GOWNS AT LUNCHEON	MAISON BOUE SOEURS (9 EAST 54TH STREET)	HOTEL PIERRE COTILLION ROOM
	"Summer Charm"--a presentation of Summer gowns by Baroness D'Etreillis of Maison Boue Soeurs. Hats--Madame Gella. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.		
March 15	FEDERAL INCOME TAX DUE (Wednesday).		
Thursday March 16 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW	RAZOOK'S, INC. (HOTEL PLAZA)	HOTEL PLAZA TERRACE ROOM
	Razook's will present a collection of Spring fashions including gowns, furs, millinery and accessories. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 276. Razook's Contact: PL. 8-0207. Plaza Fashion Dir.: Mary Alice Rice, CI. 6-1790.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
March 17	ST. PATRICK'S DAY (Friday).		
March 20	FIRST DAY OF SPRING (Monday).		
Monday March 20 1:00 P.M. Luncheon	FASHION SHOW DURING LUNCHEON	FARQUHARSON & WHEELOCK	HOTEL PLAZA PERSIAN ROOM
	Farquharson and Wheelock will present Spring fashions at a luncheon show. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext.276. Farquharson & Wheelock Publicity-Commentator; and Hotel Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Monday March 20 8:30 P.M.	FASHION REVUE AND ALL-STAR SHOW	ISRAEL ORPHAN ASYLUM (134 WEST 58TH STREET)	MADISON SQ. GARDEN 8TH AVE. & 49TH ST.
	Annual all-star benefit show and fashion revue, with celebrities of radio, stage and screen. Tickets: $1.50 to $12.50. Contact: CI. 5-7400.		
Beginning Monday March 20- March 25	INTERNATIONAL FLOWER SHOW	HORTICULTURAL SOCIETY OF N.Y.; & N.Y. FLORISTS	GRAND CENTRAL PALACE LEX. AVE. & 46TH ST.
	Theme of the Thirty-Fourth International Flower Show will be "Small Home Plantings". Opening Mon., March 20 at 12:00 Noon; daily thereafter 10:00 A.M. to 10:30 P.M. Admission (tax included): $1.50 for adults; 75¢ for children. Publicity: Korbel and Colwell, PL. 9-7340.		
Wednesday March 22 12:45 P.M. Luncheon	SPRING & SUMMER FASHION AT LUNCHEON	SPECIALTY SHOPS	HOTEL PIERRE COTILLION ROOM
	A presentation of Spring and Summer fashions for all occasions will be shown during luncheon. Custom gowns--Bess McDowell Originals. Custom suits--Angelo Spano. Hats--Lily-Anne Originals, Inc. Suede Coats--Phil Sills. Custom bathing suits--Agnes Malone. Furs--Joseph Camins. Hair styles--Albert. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.		
Wednesday March 22 1:00 P.M. Luncheon	LUNCHEON SHOWING OF SPRING FASHIONS	THE TAILORED WOMAN	WALDORF-ASTORIA SERT ROOM
	Spring fashions will be presented by The Tailored Woman during luncheon. Press by invitation. Public by reservation, contact: "Albert", headwaiter, EL. 5-3000. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. Ted Saucier Publicity Office: Laura C. Wood, EL. 5-3000.		
Wednesday March 22 2:30 P.M.	PREVIEW: SALYMIL FASHION FOR SPRING	MILGRIM	4TH FLOOR
	Milgrim will present Salymil's Spring collection to press and customers. By invitation only. Publicity: Ruth Waltz, CI. 7-7200.		
Thursday March 23 9:15 A.M. Breakfast	PRESS PREVIEW OF SPRING FASHIONS	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
	Macy's will present a press showing of fashions for Spring. Show promptly at 9:30 A.M. By invitation only. Publ.: Helen Law, CH. 4-2000, Ext.2431.		
Thursday March 23 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW	RUSSEKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
	Russeks will present Spring fashions. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 276. Russeks Publ.: Miriam Lenzen, WI. 7-1900. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday March 23 4:00 P.M.	VELVET, CORDUROY AND VELVETEEN FASHION SHOW	CROMPTON-RICHMOND CO.	RITZ-CARLTON HOTEL GRAND BALLROOM
	Second collection of Haute Couture fashions by Crompton-Richmond Co., with models in velvet, corduroy and velveteen from sixteen Paris couturiers; one, London; and eleven American custom designers. Imported fashions by Hardy Amies of London; and Pierre Balmain, Carven, Jean Desses, Christian Dior, Jacques Fath, Gres, Jacques Griffe, Jacques Heim, Hermes, Manguin, Marnier, Molyneux, Patou, Robert Piguet, and Schiaparelli, of Paris. American designers: Elizabeth Arden-Castillo, Fira Benenson, Hattie Carnegie, Oleg Cassini, Lilly Dache, Howard Greer, Edith Head, Mr. John, Don Loper, Elizabeth Phelps, and Valentina. Attendance by invitation only. Publicity: Murrow McCurnin, LO. 4-2900.		
Monday March 27 1:00 P.M. Luncheon	SPRING AND SUMMER MILLINERY SHOWING	MILGRIM	HOTEL PLAZA TERRACE ROOM
	Milgrim will present a collection of Spring and Summer hats during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 276. Milgrim Publicity: Ruth Waltz, CI. 7-7200. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Monday March 27 4:00 P.M.- 7:00 P.M. Cocktails	SHOWING OF ACCESSORIES MADE OF CARPETING	CARPET INSTITUTE	ST. REGIS HOTEL ROOF
	"The New Rug-ed Look"--the Carpet Institute will present accessories for women and men made from wool carpeting. Hats by Anita Andra; Braagaard; Hattie Carnegie; Cavanagh; Chanda; Robert Dudley; Emme; Peg Fischer; Walter Florell; Mary Goodfellow; Mr. John; Lenesta; Nicole de Paris; Laddie Northridge; Cesar Rubio; and Eve Tartar. Also, fashions for dogs will be shown. Guests: Stars of stage, screen and radio and fourteen breeds of champion and show dogs. Show for benefit of N.Y.C. Cerebral Palsy Campaign. Tickets: $5.00. Press by invitation. Contact: Elizabeth D. Catlin of Fred Eldean Organization, EL. 5-7651.		
Tuesday March 28 1:00 P.M. Luncheon	PRESENTATION OF SPRING FASHIONS	JONAI, INC. (408 PARK AVENUE)	RITZ-CARLTON HOTEL OVAL ROOM
	Jonai will show a collection of Spring fashions during luncheon. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 6. Jonai Contact: PL. 5-3500. Ritz-Carlton Fashion Publicity: Marion Morrison, MU. 8-3000.		
Wednesday March 29 1:00 P.M. Luncheon	SUMMER FUR FASHIONS DURING LUNCHEON	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA SERT ROOM
	Dein-Bacher will present Summer fashions during luncheon. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Dein-Bacher Contact: George Hennessy, PL. 9-5913. Ted Saucier Publicity Office: Laura C. Wood, EL. 5-3000.		
Wednesday March 29 8:30 P.M.	"STIMULI FOR DESIGN"-- THIRD IN LECTURE SERIES	SOCIETY OF NEW YORK DRESS DESIGNERS, INC.	MUSEUM OF MODERN ART 11 WEST 53RD STREET
	Subject: "Looking Backward To Tomorrow-1900-1950"--an illustrated talk on cubism and abstract art; surrealism and fantasy. Three experimental films will be presented: "Ballet Mecanique" (1924); "Le Chien Andaloy" (1929); "Carmen 1933". Tickets: $2.50. Contact: Soc. of N.Y. Dress Designers, LA. 4-7950.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday March 30 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW	STEIN & BLAIN	HOTEL PLAZA TERRACE ROOM
	Presentation of Stein & Blain originals and French imports during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 276. Stein and Blaine Contact:Betty Greenburg, PL. 3-7700. Plaza Fashion Dir.: Mary Alice Rice, CI. 6-1790.		
April 1	CANCER FUND MONTH (April 1-April 30).		
April 2	PALM SUNDAY.		
April 2	PASSOVER--FIRST DAY (Sunday).		
April 2	HOLY WEEK (April 2-April 9).		
Tuesday April 4 12:15 P.M. Luncheon	READY-TO-WEAR DIVISION LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
	The Ready-To-Wear Division of The Fashion Group will have a luncheon meeting. More details later. Price (including tax and tip): $4.00 for members; $4.50 for guests. Contact: The Fashion Group, CI. 7-3940.		
April 6	HOLY THURSDAY.		
April 7	GOOD FRIDAY.		
April 9	EASTER SUNDAY.		
Beginning Monday April 10- April 16	"LACE FESTIVAL"-- SPRING 1950	THE LACE INSTITUTE	THROUGHOUT THE COUNTRY
	"April Is The Month Of The Lace Festival", sponsored by The Lace Institute, manufacturers of laces and importers of foreign laces. Publicity: Gladys Steiner, MU. 9-1630.		
Wednesday April 12 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW	CEIL CHAPMAN	WALDORF-ASTORIA SERT ROOM
	Ceil Chapman will present a collection of Spring fashions during luncheon. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Contact at Ceil Chapman: Alto Schifrine, LA. 4-5800. Ted Saucier Publicity Office: Laura C. Wood, EL. 5-3000.		
Thursday April 13 12:15 P.M. Luncheon	FABRICS DIVISION LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
	The Fashion Group will present an exhibit of Fall fabrics at the luncheon meeting of the Fabrics Division. More details later. Price (including tax and tip): $4.00 for members; $4.50 for guests. Contact: The Fashion Group, CI. 7-3940.		
Wednesday April 19 1:00 P.M. Luncheon	FASHIONS FOR SPRING DURING LUNCHEON	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM
	Russeks will present fashions for Spring during luncheon. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Russeks Publicity: Miriam Lenzen, WI. 7-1900. Ted Saucier Publicity Office: Laura C. Wood, EL. 5-3000.		

MUSIC...MOVIES...THEATRE...TELEVISION

Beginning Friday March 3- March 10 4:30 P.M.- 5:00 P.M.

TELEVISION: "VANITY FAIR" WCBS-TV, CHANNEL 2
Dorothy Doan, hostess of Vanity Fair, will present the following television fashion programs: Fri., March 3: Perkins N. Bailey, men's fashion editor of "Look", showing and commentating on men's hat fashions. Tues., March 7: Bathing suit review--showing swimsuit fashions of the 1870's (pantaloons, coats and hats) in contrast with the brief two-piece ensembles of 1950. Thurs., March 9: Mary Brooks Picken, sewing authority, will tell how children's fashions may be made from men's and women's clothes. Fri., March 10: Ann O'Brien of Altman's will describe trim and flattering Spring styles for stout figures. Publ.: Helen Brattrud, PL. 5-2000.

Week Of March 6

SIXTEENTH WEEK, METROPOLITAN OPERA MET. OPERA HOUSE, B'WAY & 39TH ST.
Mon. Eve., March 6: Moussorgsky's KHOVANCHINA. Wed. Eve., March 8: Mozart's DON GIOVANNI. Thurs. Eve., March 9: Saint-Saen's SAMSON ET DALILA. Fri. Eve., March 10: Puccini's MANON LESCAUT. Sat. Mat., March 11: Verdi's AIDA. Sat. Eve: Gounod's FAUST. Publicity: Margaret Carson, PE. 6-1200.

Beginning Thursday March 9

N.Y. CITY BALLET COMPANY CITY CENTER, 131 WEST 55TH STREET
Thurs. Eve., March 9: MOTHER GOOSE SUITE; JONES BEACH; ORPHEUS. Fri.Eve., March 10: AGE OF ANXIETY; ILLUMINATIONS; FIREBIRD. Sat. Eve., March 11: MOTHER GOOSE SUITE; THE GUESTS; THE DUEL; SYMPHONY IN C. Sun. Mat., March 12: SYMPHONIE CONCERTANTE; JINX; JONES BEACH. Sun. Eve.: SERENADE; PRODIGAL SON; FIREBIRD. Publicity: Philip Bloom, CH. 4-5185.

Saturday March 11

PREMIERE: "BLACK HAND" (Movie) CAPITOL THEATRE, B'WAY & 51ST ST.
Metro-Goldwyn-Mayer's adventure film about a young man who comes to America from Italy to avenge the murder of his father. Stars: Gene Kelly, Teresa Celli and J. Carrol Naish. Producer: William H. Wright. Director: Richard Thorpe. Wardrobe:Helen Rose. Publ.: Herbert Crooker, JU. 2-2000.

Wednesday March 15

OPENING: "THE CONSUL" BARRYMORE THEATRE, 47TH ST. W. OF B'WAY
Chandler Cowles and Efrem Zimbalist, Jr. present a new musical drama written and directed by Gian-Carlo Menotti. Stars: Marie Powers and Patricia Neway. Settings: Horace Armistead. Lighting: Jean Rosenthal. Costumes. Grace Houston. Publicity: G. & D. Ross, BR. 9-5906.

Tuesday March 21 8:45 P.M.

OPENING: "ONE MAN SHOW" CARNEGIE HALL, 7TH AVE. & 57TH ST.
Eddie Cantor will make a personal appearance for one evening in a two-hour panorama of his varied 40-year career in show business. Tickets: $1.80-$3.60 (including tax). Publicity: G. & D. Ross, BR. 9-5906.

Thursday March 23

OPENING: "GREAT TO BE ALIVE" WINTER GARDEN, B'WAY & 50TH ST.
Vinton Freedley, Anderson Lawler and Russell Market will present a new musical with Vivienne Segal, Stuart Erwin, Valerie Bettis, Mark Dawson, Martha Wright and Bambi Linn. Director: Mary Hunter. Settings and costumes: Stewart Chaney. Publicity: Karl Bernstein, CI. 6-0427.

Monday March 27

OPENING: "THE WISTERIA TREES" MARTIN BECK THEATRE, 45TH W. OF 8TH AVE.
Joshua Logan presents his version of "The Cherry Orchard", set in New Orleans in 1880. Cast includes Helen Hayes, Walter Abel, Ken Smith and Peggy Conklin. Director: Joshua Logan. Settings: Jo Mielziner. Costumes: Lucinda Ballard. Publicity: Leo Freedman, CH. 4-7250.